

## Top Initiatives to Implement Right Away

1. Video
2. Present information in various ways (infographics, charts/graphs/tables, maps)
3. Share team members' insights, trips, tips
4. Engage and gain insights with relevant questions/polls/multiple choice
5. Contests

## Facebook

1. Present tips, tricks, info in various ways
  - (a) Videos - Team members' top tips; which cards they have and why; their miles and points journey
  - (b) Infographics; charts/graphs/tables (present info in a more visual way)



## 2. VIDEOS & more VIDEOS

- (a) Go live - share tips and tricks as well as candid trip videos
- (b) Upload relevant videos - Keith's trips, team member trips

## 3. Add tabs that make it easier for fans to find information and engage

- (a) Blog tab
- (b) Newsletter Sign-up

## 4. Continue to engage audience

- (a) Ask questions



## What under-the-radar or little-known destination do you recommend?

Questions like this have gotten great engagement (more shares, comments, and reactions than other posts)

- (b) Conduct Facebook contests (polls, questions)
- (c) Behind-the-scenes (team member meeting in Austin)
- (d) Showcase your journey - beginning trips, etc.

### Twitter

1. Present tips/blog information in different formats
  - (a) Infographics
  - (b) Video
2. Participate/Start Twitter Chats
3. Utilize polls to engage and gain valuable insights
4. Share/retweet relevant articles/news - Be the “breaking news” source

### Instagram

1. Continue to inspire with photos from trips
2. Inspire with photos/videos of team members' trips
  - (a) Where they are/what they are doing
  - (b) Favorite parts of trip - recommendations
  - (c) Ask questions
  - (d) Feature them and their families/pets
3. Play with captions
  - (a) Fun and snappy
  - (b) Inspirational
  - (c) Insider
  - (d) Ask questions
4. Detail a trip where people have to guess where - “Where in the world?”
5. Try different formats
  - (a) Videos
  - (b) Stories

5. Gain user-generated content

- (a) With the contest, we received 98 photos that we can repost
- (b) Include #bigtravelsmallmoney hashtag in bio and encourage people to share their photos with the hashtag

6. Promote a blog of the week with a link in the bio

7. Repost older photos

- (a) Detail journey to new followers
- (b) Insider tips - how to first get started
- (c) Favorite spot in a certain location